

THE AMERICAN CANCER SOCIETY'S

Diamond Ball

40th RUBY ANNIVERSARY



Sunday, November 24th, 2019

History of the Diamond Ball

The 40th Annual Diamond Ball is one of the American Cancer Society's oldest and most distinguished galas in New Jersey. This Ball is the American Cancer Society's opportunity to support those who have battled cancer, honor those who have made important contributions to the oncology field and raise funds to provide our critical patient programs and services. Last year's event united over 400 guests and raised over \$276,000. Over the past ten years alone, the Diamond Ball has raised more than \$2 million toward the fight against cancer!

With a 39-year history, the Diamond Ball has a tradition of honoring those who have gone above and beyond to help cancer patients and their families fight back against this terrible disease.

Honoring Professionals From

John Theurer Cancer Center – Hackensack Meridian Health

Valley Health System

Englewood Health

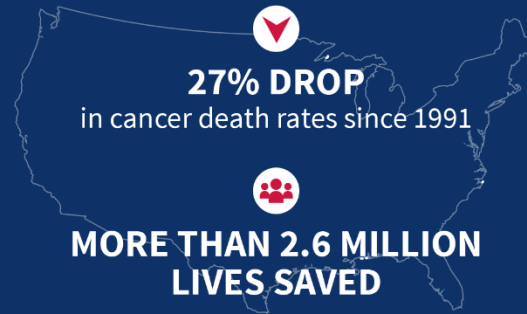
Atlantic Health System

RWJBarnabas Health



WHAT DOES THE MONEY DO? OUR 2018 IMPACT

We're helping save more lives than ever before, empowering activists, delivering breakthrough research, and so much more.



In New Jersey, an estimated 53,260 new cancer cases will be diagnosed in 2019, and 16,000 people are expected to die from the disease. But there is hope. With the support of volunteers, donors, and partners, we are fighting cancer on all fronts – and making a difference!

WE ARE **ACTIVISTS**

Leading communities and partners for increased awareness and impact



\$2 BILLION INCREASE IN MEDICAL RESEARCH FUNDING

ACS CAN volunteers and staff in New Jersey advocated for and Congress approved a \$2 billion increase in medical research funding for the National Institutes of Health, including \$475 million for the National Cancer Institute in the FY18 budget*



90 VOLUNTEER

advocates from New Jersey attended the state's Day at the Capitol event to engage with lawmakers and make cancer a priority!



*Thanks in part to the American Cancer Society's advocacy affiliate, the American Cancer Society Cancer Action NetworkSM (ACS CAN). Read more about ACS CAN's 2018 Advocacy Accomplishments at acscan.org/accomplishments

WE FUND **BREAKTHROUGHS**

Funding the best science to find answers that save lives



6 RESEARCH GRANTS INVESTED AT NEW JERSEY INSTITUTIONS

searching to find the causes of and better treatments for cancer, and improve the lives of cancer patients.



\$3,100,000 INVESTED IN MULTI-YEAR RESEARCH GRANTS

supporting cutting edge research projects.

The A-B-C-D of Attacking from Every Angle

cancer.org | 1.800.227.2345

Event Information: 40th Annual Diamond Ball
Event Date: November 24, 2019
Event Location: Westmount Country Club
Woodland Park, NJ 07424

Contact: Denise Buckley
Community Development Manager,
7 Ridgedale Ave, Suite 103, Cedar Knolls, NJ 07927
T: 973.285.8024 F: 973.285.8140
E: Denise.buckley@cancer.org



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Presenting Sponsor - Exclusive Opportunity

\$30,000

Full Promotional Rights & Media Benefits

- ◆ Company/Donor name incorporated into event artwork - i.e. 40th Annual Diamond Ball Presented by [Company Name]
- ◆ Presenting Sponsor recognition on all promotional materials and invitations
- ◆ Exclusive placement on the Outside Back Cover of our Tribute Journal
- ◆ Two-page company profile in the Tribute Journal
- ◆ Presenting Sponsor recognition in all Diamond Ball press kits and news releases
- ◆ Presenting Sponsor recognition on Diamond Ball website

On-Site Recognition & Signage

- ◆ Verbal recognition by the Master of Ceremonies
- ◆ Presentation of Presenting Sponsor plaque and a brief speaking opportunity or multimedia showcase
- ◆ Recognition in night-of video reel
- ◆ Top billing on the event Sponsor Board and in the Auction Program

Hospitality Benefits

- ◆ Three (3) priority seating tables for a total of thirty (30) guests
- ◆ Four (4) of your guests will attend an exclusive VIP reception during the first half of the Cocktail Hour

Ruby Sponsor

\$20,000

Full Promotional Rights & Media Benefits

- ◆ Ruby Sponsor recognition on all promotional materials and invitations
- ◆ Ruby Sponsor recognition in the Tribute Journal including a prominent Ruby Page
- ◆ Ruby Sponsor recognition in all Diamond Ball press kits and news releases
- ◆ Ruby Sponsor recognition on Diamond Ball website

On-Site Recognition & Signage

- ◆ Verbal recognition by the Master of Ceremonies
- ◆ Presentation of Ruby Sponsor plaque
- ◆ Recognition in night-of video reel
- ◆ Prominent recognition on the event Sponsor Board and in the Auction Program

Hospitality Benefits

- ◆ Two (2) priority seating tables for twenty (20) guests
- ◆ Two (2) of your guests will attend an exclusive VIP reception during the first half of the Cocktail Hour

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Emerald Sponsor

\$15,000

Full Promotional Rights & Media Benefits

- ◆ Emerald Sponsor recognition on all promotional materials and invitations
- ◆ Emerald Sponsor recognition in the Tribute Journal including a prominent Ruby Page
- ◆ Emerald Sponsor recognition in all Diamond Ball press kits and news releases
- ◆ Emerald Sponsor recognition on Diamond Ball website

On-Site Recognition & Signage

- ◆ Verbal recognition by the Master of Ceremonies
- ◆ Presentation of Emerald Sponsor plaque
- ◆ Recognition in night-of video reel
- ◆ Prominent recognition on the event Sponsor Board and in the Auction Program

Hospitality Benefits

- ◆ Two (2) priority seating tables for fifteen (15) guests
- ◆ Two (2) of your guests will attend an exclusive VIP reception during the first half of the Cocktail Hour

Gold Sponsor

\$10,000

Full Promotional Rights & Media Benefits

- ◆ Gold Sponsor recognition on all promotional materials and invitations
- ◆ Gold Sponsor recognition in the Tribute Journal including a prominent Gold Page
- ◆ Gold Sponsor recognition in all Diamond Ball press kits and news releases
- ◆ Gold Sponsor recognition on Diamond Ball website

On-Site Recognition & Signage

- ◆ Verbal recognition by the Master of Ceremonies
- ◆ Presentation of Gold Sponsor plaque
- ◆ Recognition in night-of video reel
- ◆ Recognition on the event Sponsor Board and in the Auction Program

Hospitality Benefits

- ◆ One (1) table of twelve (12) guests
- ◆ Two (2) of your guests will attend an exclusive VIP reception during the first half of the Cocktail Hour

RWJBarnabas
HEALTH



Atlantic
Health System

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Silver Sponsor

\$7,500

Full Promotional Rights & Media Benefits

- ◆ Silver Sponsor recognition on all promotional materials and invitations
- ◆ Silver Sponsor recognition in the Tribute Journal including a prominent Silver Page
- ◆ Silver Sponsor recognition in all Diamond Ball press kits and news releases
- ◆ Silver Sponsor recognition on Diamond Ball website

On-Site Recognition & Signage

- ◆ Verbal recognition by the Master of Ceremonies
- ◆ Presentation of Silver Sponsor plaque
- ◆ Recognition in night-of video reel
- ◆ Recognition on the event Sponsor Board and in the Auction Program



Hospitality Benefits

- ◆ One (1) table of ten (10) guests
- ◆ Two (2) of your guests will attend an exclusive VIP reception during the first half of the Cocktail Hour

Bronze Sponsor

\$5,000

Full Promotional Rights & Media Benefits

- ◆ Bronze Sponsor recognition on all promotional materials and invitations
- ◆ Bronze Sponsor recognition in the Tribute Journal including a prominent Bronze Page
- ◆ Bronze Sponsor recognition in all Diamond Ball press kits and news releases
- ◆ Bronze Sponsor recognition on Diamond Ball website

On-Site Recognition & Signage

- ◆ Verbal recognition by the Master of Ceremonies
- ◆ Recognition in night-of video reel
- ◆ Recognition on the event Sponsor Board and in the Auction Program



Hospitality Benefits

- ◆ Complimentary tickets for eight (8) guests
- ◆ Two (2) of your guests will attend an exclusive VIP reception during the first half of the Cocktail Hour

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Table Host Sponsor

\$4,000

Full Promotional Rights & Media Benefits

- ◆ *Half Page Ad in the Tribute Journal*
- ◆ *Table Host Sponsor recognition on Diamond Ball website*

On-Site Recognition & Signage

- ◆ *Recognition in night-of video reel*

Hospitality Benefits

- ◆ *One (1) table for ten (10) guests*

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Specialty Sponsor Opportunities

All specialty sponsors will receive recognition on the website and night-of video reel.

#1 – \$8,000 – Music & Emcee (Exclusive)

- ◆ Complimentary tickets for eight (8) guests
- ◆ Silver Page advertisement
- ◆ Your company logo will be featured on signage near the band, DJ, and podium
- ◆ Verbal recognition from the Band Leader and Emcee throughout the evening

#2 – \$8,000 – Gala Gift Sponsor (Exclusive)

- ◆ Complimentary tickets for eight (8) guests
- ◆ Silver Page advertisement
- ◆ Your company logo will be featured on each attendee gift

#3 – \$7,500 – Centerpiece Sponsor

- ◆ Complimentary tickets for eight (8) guests
- ◆ Bronze Page advertisement
- ◆ Your company logo will be featured on all centerpieces

#4 – \$6,000 – Bar Sponsor

- ◆ Complimentary tickets for six (6) guests
- ◆ Full Page advertisement
- ◆ Signage at each bar, your company logo to be featured on cocktail napkins
- ◆ Option to name the signature cocktail

#5 – \$5,000 – Valet Parking

- ◆ Complimentary tickets for four (4) guests
- ◆ Half Page Advertisement
- ◆ Your company logo will be featured on a prominent sign in the car drop off area
- ◆ Option to provide a hang tag or company product for every car

#6 – \$3,500 – Balloon Auction

- ◆ Complimentary tickets for two (2) guests
- ◆ Quarter Page Advertisement
- ◆ Your company logo will be featured on the Balloon Auction Forms on every table
- ◆ Your company logo will be featured on the video reel during the auction (5 -10 minutes)
- ◆ Verbal recognition from the Emcee

#7 – \$2,500 – Candy Bar

- ◆ Complimentary tickets for two (2) guests
- ◆ Business Card Advertisement
- ◆ Signage at the candy bar

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